



WVEC  
613 Woodis Ave.  
Norfolk, VA 23510

Mundy Katowitz Media  
1322 G St SE  
Washington, DC 20003-3021

**Contract #** 850217  
**Schedule Dates** 10/02/12-10/08/12  
**Advertiser** Priorities USA Action (36239)  
**Agency/T-Code** Mundy Katowitz Media (6585)/127439326  
**Product** Political - Non-Ballot Issue (1196)  
**Brand** Priorities USA Action Issue (170102)  
**Salesperson** Blair, Cheryl (2205)  
**Sales Office** Telerep - Philadelphia  
**Buyer Name** PLACEMENT, MEDIA  
**Phone/Fax** (202) 675-6936 /  
**CPE** 321/340/1563  
**Account Types** National/Political Issue - Agency  
**Billing Type** Weekly/Irregular  
**Comments** PRIOR USA ACT 10/02

**Date Entered** 08/22/12  
**Last Modified** 08/22/12  
**Entered By** Penne Marsh  
**CO-OP** No  
**Headline #** 06288402  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$2,710.50  
**Net Total** \$15,359.50  
**Sales Tax**

**Norfolk (WVEC) (WVEC)**  
**By Broadcast Month**  
Oct. 2012 28 \$18,070.00  
**Grand Total:** 28 \$18,070.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/05/12-10/05/12	4	:30	12:05A- 1:05A (ET)						1			1	\$200.00	\$200.00	Norfolk (WVEC) (WVEC)	J KIMMEL-ABC<	8/22/12
2.0	Normal Line / SPOT	10/05/12-10/05/12	4	:30	12P- 12:57P (ET)						1			1	\$460.00	\$460.00	Norfolk (WVEC) (WVEC)	13 NEWS-12:00<	8/22/12
3.0	Normal Line / SPOT	10/05/12-10/05/12	4	:30	7A- 9A (ET)						1			1	\$1,300.00	\$1,300.00	Norfolk (WVEC) (WVEC)	GD MRN AMR-ABC<	8/22/12
4.0	Normal Line / SPOT	10/08/12-10/08/12	4	:30	11:35P- 12:02A (ET)									1	\$650.00	\$650.00	Norfolk (WVEC) (WVEC)	ABC-NITELINE<	8/22/12
5.0	Normal Line / SPOT	10/08/12-10/08/12	4	:30	4:30A- 4:59A (ET)									1	\$150.00	\$150.00	Norfolk (WVEC) (WVEC)	13 NWS DYBREAK<	8/22/12
6.0	Normal Line / SPOT	10/08/12-10/08/12	4	:30	5A- 5:58A (ET)									1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)	UPDATED 8/13, 13 NWS DYBRK A<	8/22/12
7.0	Normal Line / SPOT	10/08/12-10/08/12	4	:30	7A- 9A (ET)									1	\$1,300.00	\$1,300.00	Norfolk (WVEC) (WVEC)	GD MRN AMR-ABC<	8/22/12
8.0	Normal Line / SPOT	10/06/12-10/06/12	4	:30	12:35A- 1:30A (ET)							1		1	\$40.00	\$40.00	Norfolk (WVEC) (WVEC)	DA VINCS INQST	8/22/12
9.0	Normal Line / SPOT	10/06/12-10/06/12	4	:30	5:58A- 8A (ET)							1		1	\$380.00	\$380.00	Norfolk (WVEC) (WVEC)	VARIOUS	8/22/12
10.0	Normal Line / SPOT	10/06/12-10/06/12	4	:30	6:58P- 7:57P (ET)							1		1	\$1,200.00	\$1,200.00	Norfolk (WVEC) (WVEC)	WHEEL/JEOPARDY	8/22/12
11.0	Normal Line / SPOT	10/06/12-10/06/12	4	:30	8A- 9A (ET)							1		1	\$600.00	\$600.00	Norfolk (WVEC) (WVEC)	GD MRN-SAT-ABC	8/22/12
12.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	9:58A- 11A (ET)								1	1	\$320.00	\$320.00	Norfolk (WVEC) (WVEC)	THIS WEEK-ABC	8/22/12
13.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	5:58A- 8A (ET)								1	1	\$320.00	\$320.00	Norfolk (WVEC) (WVEC)	VARIOUS	8/22/12
14.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	8A- 9A (ET)								1	1	\$580.00	\$580.00	Norfolk (WVEC) (WVEC)	GD MRN-SUN-ABC	8/22/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:





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**Phone/Fax** (202) 675-6936 /  
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**Account Types** National/Political Issue - Agency  
**Billing Type** Weekly/Irregular  
**Comments** PRIOR USA ACT 10/02

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**Entered By** Penne Marsh  
**CO-OP** No  
**Headline #** 06288402  
**Demo**  
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**Package Deal**  
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**Commission** \$2,710.50  
**Net Total** \$15,359.50  
**Sales Tax**

**Norfolk (WVEC) (WVEC)**  
**By Broadcast Month**  
Oct. 2012  
Grand Total:  
**Spots** 28  
**Rate** \$18,070.00  
\$18,070.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / SPOT	10/04/12-10/04/12	4	:30	12:05A- 1:05A (ET)					1				1	\$200.00	\$200.00	Norfolk (WVEC) (WVEC)	J KIMMEL-ABC<	8/22/12
16.0	Normal Line / SPOT	10/04/12-10/04/12	4	:30	12P- 12:57P (ET)					1				1	\$460.00	\$460.00	Norfolk (WVEC) (WVEC)	13 NEWS-12.00<	8/22/12
17.0	Normal Line / SPOT	10/04/12-10/04/12	4	:30	6P- 6:30P (ET)					1				1	\$1,800.00	\$1,800.00	Norfolk (WVEC) (WVEC)	13 EARLY NWS<	8/22/12
18.0	Normal Line / SPOT	10/04/12-10/04/12	4	:30	9A- 10A (ET)					1				1	\$500.00	\$500.00	Norfolk (WVEC) (WVEC)	LIVE WITH KELLY<	8/22/12
19.0	Normal Line / SPOT	10/02/12-10/02/12	4	:30	12:05A- 1:05A (ET)			1						1	\$200.00	\$200.00	Norfolk (WVEC) (WVEC)	J KIMMEL-ABC<	8/22/12
20.0	Normal Line / SPOT	10/02/12-10/02/12	4	:30	12P- 12:57P (ET)			1						1	\$460.00	\$460.00	Norfolk (WVEC) (WVEC)	13 NEWS-12.00<	8/22/12
21.0	Normal Line / SPOT	10/02/12-10/02/12	4	:30	4:30A- 4:59A (ET)			1						1	\$150.00	\$150.00	Norfolk (WVEC) (WVEC)	13 NWS DYBREAK<	8/22/12
22.0	Normal Line / SPOT	10/02/12-10/02/12	4	:30	5:58A- 7A (ET)			1						1	\$1,300.00	\$1,300.00	Norfolk (WVEC) (WVEC)	13 NWS DYBRK B<	8/22/12
23.0	Normal Line / SPOT	10/02/12-10/02/12	4	:30	9A- 10A (ET)			1						1	\$500.00	\$500.00	Norfolk (WVEC) (WVEC)	LIVE WITH KELLY<	8/22/12
24.0	Normal Line / SPOT	10/03/12-10/03/12	4	:30	11:35P- 12:02A (ET)				1					1	\$650.00	\$650.00	Norfolk (WVEC) (WVEC)	ABC-NITELINE<	8/22/12
25.0	Normal Line / SPOT	10/03/12-10/03/12	4	:30	4:30A- 4:59A (ET)				1					1	\$150.00	\$150.00	Norfolk (WVEC) (WVEC)	13 NWS DYBREAK<	8/22/12
26.0	Normal Line / SPOT	10/03/12-10/03/12	4	:30	5A- 5:58A (ET)				1					1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)	UPDATED 8/13, 13 NWS DYBRK A<	8/22/12
27.0	Normal Line / SPOT	10/03/12-10/03/12	4	:30	6:58P- 7:28P (ET)				1					1	\$1,800.00	\$1,800.00	Norfolk (WVEC) (WVEC)	WHEEL-FORTNE<	8/22/12

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28.0	Normal Line / SPOT	10/03/12-10/03/12	4	:30	7A- 9A (ET)				1					1	\$1,300.00	\$1,300.00	Norfolk (WVEC) (WVEC)	GD MRN AMR-ABC<	8/22/12
CONFIRMATION CONTRACT																			
Accepted-Agency/Advertiser:		Date:		Accepted-Station:		Date:		Comments:											



## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 20px;">WVEC Norfolk</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 10px;">8/24</span>
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I, Mundy Katowitz Media  
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As Ordered				

<b>Total Charges:</b>	\$ 15,359.50	Net
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This broadcast time will be used by: Priorities USA Action

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
 ☒ No

# 850272



For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Priorities USA Action, 1101 15th St NW, 2nd Floor, Washington, DC 20005; Greg Speed, Treasurer

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**


I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE-ADVERTISER**

\_\_\_\_\_  
 Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted                      ☐ Accepted in Part                      ☐ Rejected

                      Penne Marsh                      NSC  
 Signature                      Printed Name                      Title